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The "Pine Tree" News

VOLUME 1

(For current Prices see inside pages)

NUMBER 27

BRUCE PARMELEE WINS ALFALFA SWEEPSTAKES



Bruce Parmelee Wins "PINE TREE" Cup At Idaho Show

The big silver cup, known as the Dickinson "Pine Tree" trophy, awarded annually to the winner of the Alfalfa Sweepstakes at the Idaho State Seed Show, was captured at the 1926 show by Mr. Bruce Parmelee (shown above) of Springfield, Idaho.

The cup becomes the permanent possession of the grower who wins it three years. This year gives Mr. Parmelee his first "leg" on the cup and he says he intends to get another next year. We wish him luck!

The cup was offered by the Albert Dickinson Co., to encourage the production of high quality seed.

Some Dealers Know This

Many dealers are themselves are so completely sold on the advertising done by manufacturers that they overlook the necessity for their pushing the sale of the advertised merchandise they have stocked. Dealers who rely on the manufacturer's advertising to do the selling work which logically falls to them are often disappointed.

The following report comes in from an Illinois "Pine Tree" dealer: "You sure are doing some good advertising on 'Pine Tree' seeds. We sent out the books and when the farmers come in and see the 'Pine Tree' bags, we don't have to sell it at all. It just sells itself."

Did you catch that phrase, "We sent out the books"? That's the answer. This dealer knew the way to cash in on "Pine Tree" advertising was to do his share—get out the books and let his prospects know he wanted their business.

Joe Brown Knew a Thing or Two

"Anytime I get to doubting the value of national advertising as a big asset to the retailer I think of the story of Joe Brown out in West Grove.

"I happened to have a ringside seat on that incident, so it made a firm and lasting impression.

"Joe drifted into West Grove when I was still on the road for the Waltner hardware people.

"He had clerked in a big city store for a number of years, had saved his money and figured on opening a modest store in West Grove.

"All he got when he broached that idea was a ha-ha from the merry villagers. There was one hardware store there . . . had been for fifteen years under the same proprietor.

"Well, he opened up, anyhow, and I went down to see him. The order he gave me about knocked me off my chair, till I got to thinkin' about credit.

"When I started that, here was his comeback:

"I know this town is giving me a laugh for opening up here. At least the old-timers are. But I've gone over this territory with a fine tooth comb. I know that most of the farmers hereabouts are driving to Passaic for hardware. Why? Because they can't get what they want here.

"The townpeople say I have no reputation; that I will starve before I can build one in the community.

"I say I don't need a reputation. Look at that order you have in your fist. Every item a line that has been advertised till its name is part of our language.

"Why, a second-story man could sell that hardware. Everybody knows its quality—its price. There's no chance to get stuck!"

"Well, sir, I got to thinkin' that over when he stopped talking—and in the end I ok'd the order.

"Today there is still only one hardware store in West Grove. But the proprietor is Joe Brown."

How About Timothy

As seeding time approaches, it is well to bear in mind that alfalfa and sweet clover will not do well on poorly drained soil. The best meadow for this soil is a mixture of alsike and timothy. Many farmers in the hay-producing sections are discouraged over the low prices received for hay during the past two years.

The reasons for the low price are, overproduction in 1924 resulting in a carry-over in 1925, the unfavorable weather at harvest time resulted in about 60 per cent of this crop grading No. 2 or lower. Combined with overproduction this amount of low-grade hay has had a disastrous effect on prices.

The failure of the 1925 crop of timothy and clover in many sections will cause a general clean-up of the surplus. Many old timothy meadows have been plowed up. New seedings are scarce. It is quite likely the next few years will see a better price for timothy and light mixed hay. The seeding cost is favorable.

Many are sowing sweet clover and alfalfa on land that will never successfully produce it until fully drained or limed. This soil is ideal timothy soil, and sowing the above-mentioned legumes where they are doomed to certain failure, results in still further shortage of hay.

Timothy is claimed to be a soil robber and not beneficial in any except short-term rotations. Many farmers know from experience that a heavy timothy sod is hard to equal in the amount of humus it supplies. Where two-year sods, well manured, are turned under, the benefit is apparent.

A letter from a large southern hay broker says: "Have handled less hay this season than ever before, expect strong demand before harvest." This season's seedings will show reduced acreage and if you are unable to drain your wet fields, timothy or alsike and timothy look to be a pretty good venture.

April 1, 1926

Unfavorable weather further restricting farm operations but demand for Clovers of all kinds continues good.

PRICE LIST

Today's Values at Chicago, Subject to Market Change

TERMS NET CASH—CARTAGE FREE—BAGS NOT RETURNABLE
Seeds Invoiced per 100 lbs. Bushel Prices for Guidance Only

Orders reading for 10 bushels or less of PINE TREE Brand Clovers or Timothy will be filled in even weight, branded and sealed Bushel Bags On larger orders, please specify "bushel bags" or regular "grain bags."

We give no warranty, express or implied, as to description, quality, productiveness or any other matter of any seeds we send out and we will not be in any way responsible for crop. If the purchaser does not accept the goods on these terms, he must notify us at once and we will give disposition.
THE ALBERT DICKINSON CO.

TIMOTHY

	Per Bu.	Per 100 lbs.
Archer	\$2.99	\$6.65
Bison	3.11	6.90
Colonial	3.20	7.10
Square Deal	3.29	7.30
PINE TREE	3.49	7.75

TIMOTHY & ALSIKE MIXED

Containing about 15% Alsike	3.83	8.50
Containing about 20% Alsike	4.28	9.50

CLOVERS

WHITE SWEET CLOVER

	Per Bu.	Per 100 lbs.
Ace	\$5.70	\$9.50
PINE TREE	6.00	10.00

GRUNDY COUNTY

PINE TREE	6.90	11.50
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YELLOW SWEET CLOVER

PINE TREE	6.90	11.50
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Our Sweet Clover is scarified to quicken and improve germination.

WHITE CLOVER

Prime	18.00	30.00
Strictly Prime	21.00	35.00
Choice	24.00	40.00

CRIMSON CLOVER	4.50	7.50
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CLOVERS

RED CLOVER

MEDIUM NATIVE GROWN

	Per Bu.	Per 100 lbs.
Queen	\$18.90	\$31.50
Ace	19.80	33.00
PINE TREE	20.70	34.50

MAMMOTH NATIVE GROWN

\$1.00 per 100 lbs. above Native Medium

MEDIUM IMPORTED

Queen	13.50	22.50
Ace	14.10	23.50
PINE TREE	14.70	24.50

ALSIKE CLOVER

Queen	15.90	26.50
Ace	16.50	27.50
PINE TREE	17.10	28.50

GRIMM ALFALFA

	Per Bu.	Per 100 lbs.
PINE TREE, Canadian Grown	\$21.00	\$35.00

PINE TREE Idaho Grown, Intermountain	21.60	36.00
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PINE TREE Dakota Grown Above three Growers' Affidavit	22.80	38.00
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PINE TREE Idaho Grown, Field Inspected, Certified and Sealed by State Authorities	23.40	39.00
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Blackfoot	24.60	41.00
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ALFALFA

COMMON ALFALFA

KANSAS GROWN

	Per Bu.	Per 100 lbs.
Ace	\$11.70	\$19.50
PINE TREE	12.30	20.50

HARDY NORTHWESTERN

Ace	11.70	19.50
PINE TREE	12.30	20.50

IDAHO GROWN

Ace	12.30	20.50
PINE TREE	12.90	21.50

DAKOTA GROWN

Ace	13.50	22.50
PINE TREE	14.10	23.50

MONTANA CERTIFIED

PINE TREE	14.40	24.00
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Certified and Sealed under State Supervision

CANADIAN VARIEGATED

Ace	13.50	22.50
PINE TREE	14.10	23.50

COSSACK ALFALFA

PINE TREE	24.60	41.00
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Special Prices--"Pine Tree" Seeds in Bushel Bags

SEALED—EVEN NET WEIGHTS WHEN PACKED—BAGS FREE

	Per Bu.	Per 100 lbs.		Per Bu.	Per 100 lbs.
TIMOTHY	\$ 3.76	\$ 8.35	KANSAS ALFALFA	\$12.60	\$21.00
MEDIUM RED CLOVER, Native...	21.00	35.00	NORTHWESTERN ALFALFA	12.60	21.00
MEDIUM RED CLOVER, Imported.	15.00	25.00	IDAHO ALFALFA	13.20	22.00
MAMMOTH CLOVER	21.60	36.00	DAKOTA ALFALFA	14.40	24.00
ALSIKE CLOVER	17.40	29.00	MONTANA ALFALFA	14.70	24.50
WHITE SWEET CLOVER	6.30	10.50	GRIMM ALFALFA, Canadian	21.30	35.50
GRUNDY COUNTY CLOVER	7.20	12.00	GRIMM ALFALFA, Idaho	23.70	39.50
YELLOW SWEET CLOVER	7.20	12.00	GRIMM ALFALFA, Intermountain ..	21.90	36.50
CANADIAN VAR. ALFALFA	14.40	24.00			
COSSACK ALFALFA	24.90	41.50			

BE SURE TO SPECIFY "IN BUSHEL BAGS" ON YOUR ORDER

We do not handle Italian Clover or Italian Alfalfa

GRASS SEEDS—LAWN GRASS

RED TOP

(Carload prices on application)
SOLID OR FANCY SEED Per 100 lbs.
 Per Bu. lbs.

Fair by sample
 Good by sample
 Ace (No. 1 Fancy) \$4.34 \$31.00
 PINE TREE (Extra) 4.48 32.00
 Globe (Superfine) 4.90 35.00

UNHULLED SEED

Good by sample Ask For
 Choice to Extra Choice..... Prices

KENTUCKY BLUE

(14 lbs. per bu.) Per 100 lbs.
FANCY SEED Per Bu. lbs.
 Standard 19 lb. \$5.04 \$36.00
 Standard 21 lb. 5.32 38.00
 Ace (Refined) 5.32 38.00
 PINE TREE (Refined) 5.60 40.00
 Globe (Superfine) 5.88 42.00
 CANADA BLUE-PINETREE 4.90 35.00

ORCHARD GRASS

(14 lbs. per bu.) Per 100 lbs.
 Ace (Choice) \$2.66 \$19.00
 PINE TREE (Selected) 2.80 20.00
 Globe (Extra Heavy)

RYE GRASSES

(24 lbs. per bu.) Per 100 lbs.
 Pacey's \$3.00 \$12.50
 Perennial PINE TREE 2.52 10.50
 Italian PINE TREE 2.46 10.25
 United States Grown 2.28 9.50

IMPORTED AND FANCY GRASSES

FOR GOLF COURSES AND OTHER PURPOSES

Per 100 lbs.
 New Zealand Chewings Fescue... \$ 45.00
 Red or Creeping Fescue
 South German mixed Bent 115.00
 Colonial Bent
 Sheep's Fescue 23.00
 Hard Fescue 23.00
 Crested Dogtail 50.00
 Tall Meadow Oat
 Bermuda Grass 45.00
 Wood Meadow Grass
 Rough Stalked Meadow
 (Poa Trivialis) 45.00
 Annual Sweet Vernal
 Yarrow Ask for Price
 Meadow Fescue 17.00

SUNFLOWER

Per 100 lbs.
 PINE TREE, Domestic \$4.25
 Globe, Large weevil free 7.00 7.25

DWARF ESSEX RAPE

PINE TREE, Imported \$7.25
 PINE TREE Imp. Holland Grown 7.50

MILLET

Per 100 lbs.
 Common 3.75
 German 3.25
 Tenn. German 3.75
 Siberian 3.75
 Japanese Ask For Price
 Hungarian 3.25

LAWN GRASS MIXTURES

Per 100 lbs.
GLOBE BRAND. Extra heavy
 superfine.
 In cartons and 5 lb. bags \$37.50
 In bulk 36.00
DICKINSON HOME GREEN. Our
 special blend of selected im-
 ported and native grasses.
 In cartons and 5 lb. bags 29.50
 In bulk 28.00
ACE BRAND. A blend of quick
 growing native grasses. (Con-
 tains White Clover.) In bulk. 19.50
EVERGREEN. Good standard
 quality satisfactory for gen-
 eral purposes. (Contains
 White Clover.)
 In cartons and 5 lb. bags 27.50
 In bulk 26.00
SHADY SPOT. Adapted to
 shaded places and moist soils.
 In cartons and 5 lb. bags 37.50
 In bulk 36.00

PACKING

Globe, Dickinson Home Green, Evergreen
 and Shady Spot are put up in:
 1 lb. Litho cartons, 50 to a case.
 5 lb. Cotton bags, 10 to a bale.
 5 lb. Cotton bags, 20 to a bale.
 100 pound burlap bags.
 Ace Brand, in 50 and 100 lb. bags only.

SEED GRAIN—SUNDRY SEEDS—BAGS

SEED GRAIN

Per Bu. lbs.
 Rosen Winter Rye \$1.25
 Spring Rye 1.50
 Chevalier 2-Row Barley
 Ordinary 2-Row Barley 1.05
 Ordinary 6-Row Barley95
 Marquis type Spring Wheat.... 2.25
 Heavy Domestic White Oats.... .60
 Swedish Type Oats75

SEED CORN

Contract stocks grown in Nebraska,
 thoroughly milled—high germination.

EXTRA EARLY VARIETIES Per Bu. lbs.
 Pride of the North Yellow Dent.. \$2.50
 King of the Earliest Yellow Dent. 2.50
 Wis. No. 12 (Golden Glow).... 2.75
 Wis. No. 7 (Silver King)..... 2.75
 Minnesota 13 2.75
 Northwestern Dent 2.75
 White Cap Yellow Dent 2.50

MEDIUM EARLY VARIETIES.....
 Iowa Gold Mine 2.50
 Reid's Yellow Dent 2.50
 Improved Leaming 2.50
 Silver Mine 2.50

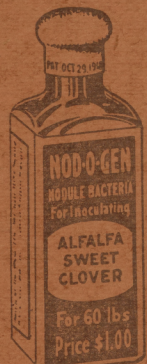
FLINT CORN
 Sanford White
 Longfellow Yellow 2.75
 Early Canada 2.75

FODDER CORN
 Leaming Fodder 1.30
 Pride Fodder 1.30
 Southern White Fodder.....
 Red Cob Fodder 1.35

SOY BEANS

Per 100 lbs.
 PINE TREE, Ito San \$4.50
 PINE TREE, Midwest 5.00
 PINE TREE, Manchu 4.50
 PINE TREE, Certified Manchu ..
 PINE TREE, Black Eye Brow... 4.25
 PINE TREE, Early Brown
 PINE TREE, Wilson Black 4.50
 PINE TREE, Ebony
 PINE TREE, Mammoth Yellow . 4.75

NOD-O-GEN



FOR ALFALFA, SWEET
 CLOVER AND CLOVERS

Retails for
 1 bushel size \$1.00
 1/2 bushel size75

FOR SOY BEANS, COW-
 PEAS, FIELD PEAS
 AND VETCHES

Retails for
 5 bushel size \$2.00
 1 bushel size50

FOR GARDEN PEAS,
 GARDEN BEANS AND
 SWEET PEAS

Retails for
 Garden size \$.25

40% Discount to Merchants

on orders for 6 bottles and over
 Special display cartons, handsomely litho-
 graphed in colors, on orders for 12 or
 more bushel size bottles.

Please specify size and variety needed.

PEAS

Per 100 lbs.
 WHITE FIELD, Prime \$4.35
 WHITE FIELD, Globe Brand.... 4.50
 MARROWFAT CHOICE 5.00
 FANCY GREEN PEAS 4.00
 SCOTCH, Globe Quality 4.15
 No. 1 WIS. SCOTCH 4.00

FLAX

Whole Druggist's \$5.50
 Ground Flax 6.00

HAIRY OR WINTER VETCH

PINE TREE \$13.50
 Globe

SUDAN GRASS

Per 100 lbs.
 PINE TREE, Southern \$4.35
 PINE TREE, Northern 4.50

COTTON GRAIN BAGS

Anchor A \$
 Royal River
 Patched Second Hand..... 26.00
 Soiled Second Hand.....



BRANCH OFFICES
 New York Boston
 Minneapolis Pittsburgh

The Sign of Good Crops



217

2750
 11-23-26

CHICAGO, ILL., U. S. A.
 General Offices, Warehouses and Refineries — 35th St. at California Ave.
 Postal Address—Lock Drawer 788 Long Distance Telephone—Lafayette 3000

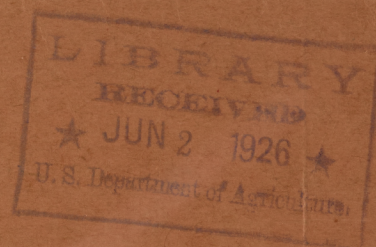
The Albert Dickinson Company

SEED MERCHANTS AND SEED REFINERS

TODAY'S PRICES FROM

62.23

Market Quotations from
The Albert Dickinson Co.
Seed Merchants and Seed Refiners
 CHICAGO, ILL., U. S. A.



First Class Mail



"PINE TREE" BRAND SEEDS IN Sealed Bushel Bags

The modern way of handling seeds has these advantages:

1. Saves time and labor otherwise lost weighing bushel lots out of bulk sacks.
2. Saves loss of seed caused by spillage and giving "down weights." One pound of clover saved pays cost of bag.
3. Saves money on bags. How much loss does your bag account show every year?
4. Easier to handle and safer to ship on account of lighter and more convenient size package.
5. The farmer prefers it because he gets his seed in the original branded and sealed package.
6. The farmer's wife prefers it because she has many uses for the empty bags.

Order part or all of your requirements in sealed bushel bags for convenience and saving.